

Message Text

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INFO OCT-01 EA-10 IO-13 ISO-00 AGRE-00 CEA-01 CIAE-00
DODE-00 EB-08 FRB-03 H-01 INR-10 INT-05 L-03
LAB-04 NSAE-00 NSC-05 PA-01 CTME-00 AID-05 SS-15
STR-07 ITC-01 TRSE-00 ICA-11 SP-02 SOE-02 OMB-01
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INFO USMISSION GENEVA

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GENEVA FOR USMTN

E.O. 11652: N/A

TAGS: ETRD, JA

SUBJECT: THIRD SENIOR REVIEW COMMITTEE MEETING, JULY 24

REF: (A) TOKYO 7103; (B) TOKYO 8387; (C) STATE 154922;
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(D) STATE 155598

1. SUMMARY: THIS MESSAGE OUTLINES OUR PRELIMINARY THINK-
ING ON OUR APPROACH TO THIS MEETING AND INVITES EMBASSY
IDEAS. END SUMMARY.

2. WE VISUALIZE THREE MAIN OBJECTIVES: (A) TO PRESS FOR

MORE EFFECTIVE TFC PERFORMANCE ON MARKET ACCESS CASES;
(B) TO PRESS FOR ACTION ON SELECTED INDIVIDUAL CASES AND
(C) TO REVIEW WITH THE GOJ PROSPECTIVE EXPORT DEVELOPMENT
ACTIVITIES.

3. RE TFC EFFECTIVENESS, IT IS APPARENT FROM EMBASSY
REPORTING (E.G. REF A, REF B) AND RECENT CONVERSATIONS HERE
WITH GOJ OFFICIALS (REF D) THAT THERE IS SIGNIFICANT
DIVERGENCE BETWEEN USG AND GOJ INTERPRETATIONS OF POINT ONE
OF THE TFC TERMS OF REFERENCE (I.E., "CONSIDER INFORMATION
ON SPECIFIC DIFFICULTIES CONCERNING JAPANESE TRADE
PRACTICES OR PROCEDURES ENCOUNTERED BY U.S. COMPANIES IN
INITIATING OR EXPANDING THEIR SALES TO THE JAPANESE

MARKET...AND EXPLORE THE POSSIBILITY OF REDUCTION OR
ELIMINATION OF SUCH DIFFICULTIES").

4. WE SHOULD LIKE TO GAIN GOJ AGREEMENT WITH OUR VIEW
THAT THE OVERALL OBJECTIVE OF THE TFC AS STATED IN THE
PREAMBLE TO THE TFC TERMS OF REFERENCE, IS "TO FACILITATE
THE GROWTH OF JAPAN'S IMPORTS FROM THE UNITED STATES, AS
WELL AS OTHER COUNTRIES." A PRINCIPAL MEANS OF ACHIEVING
THIS OBJECTIVE IS THROUGH THE RESOLUTION OF MARKET ACCESS
PROBLEMS RAISED IN THE TFC ON BEHALF OF U.S. EXPORTERS
(POINT ONE OF TERMS OF REFERENCE). POINT ONE WAS AMPLI-
FIED IN THE STRAUSS/USHIBA STATEMENT OF JANUARY 13, VIZ.,
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THE TFC WOULD "RESOLVE CONCRETE PROBLEMS ENCOUNTERED IN
TRADE WITH JAPAN INCLUDING THE AIM OF OVERCOMING NON-
TARIFF BARRIERS BY APPLYING LIBERAL APPROACH." CONSE-
QUENTLY, THE TFC SHOULD BE ABLE TO DEAL WITH ANY GOJ
"PRACTICES OR PROCEDURES" THAT SIGNIFICANTLY LIMIT TRADE
RATHER THAN BE CONFINED TO THOSE SPECIFICALLY DIRECTED AT
TRADE. (MOST OF THE MARKET ACCESS COMPLAINTS RECEIVED IN
WASHINGTON TO DATE REFER TO GOJ DOMESTIC ACTIONS THAT --
INTENTIONALLY OR NOT -- HAVE IMPORT RESTRICTIVE EFFECTS.)

5. IN OUR VIEW, THE RESOLUTION OF MARKET ACCESS IMPEDI-
MENTS IS CRUCIAL TO THE ACHIEVEMENT OF THE TFC OBJECTIVE.
OUR VERY SUCCESSFUL COOPERATION IN TRADE DEVELOPMENT
ACTIVITIES (IKEDA MISSION, JETRO/USDOC SEMINARS, ETC.) TO
ENCOURAGE AMERICAN COMPANIES TO SELL ACTIVELY IN JAPAN
WILL NOT HAVE THE INTENDED RESULTS IF U.S. COMPANIES FIND
ACCESS TO JAPANESE MARKET LIMITED BY GOJ PRACTICES OR
PROCEDURES. ON THE OTHER HAND, IF THE TFC EFFECTIVELY
SOLVES A WIDE VARIETY OF ACCESS PROBLEMS SUBMITTED TO IT,
THIS SUCCESS WILL NOT ONLY ASSIST THE FIRMS DIRECTLY
INVOLVED, BUT WILL CONVINCE MANY OTHER FIRMS OF JAPAN'S
SERIOUS INTENT TO OPEN ITS MARKET AND ENCOURAGE THEM TO

RENEW THEIR MARKETING EFFORTS. AS ONE ILLUSTRATION, POSITIVE GOJ DECISIONS ON TWO TFC MEDICAL PRODUCT CASES (ABBOTT LABS, CORDIS DOW) COULD ENHANCE THE PARTICIPATION OF AMERICAN COMPANIES IN THE MEDICAL EQUIPMENT SHOW SCHEDULED AS THE FIRST MAJOR EVENT IN THE NEW U.S. TRADE CENTER IN THE WORLD IMPORT MART.

6. WE BELIEVE THE TFC IS NOT NOW ACCOMPLISHING THESE PURPOSES. (FYI: WE RECOGNIZE THAT PART OF THIS PROBLEM GROWS OUT OF OUR DIFFICULTY IN ASSEMBLING VALID CASES FOR SUBMISSION TO TFC, AND THIS ASPECT OF PROBLEM IS FOR USG TO SOLVE. BUT WE BELIEVE THAT THE TFC MECHANISM MUST ALSO BE STRENGTHENED AND THAT THIS TASK IS ONE FOR GOJ.) WE WISH TO PRESS THE GOJ TO CONSIDER HOW THE TFC APPROACH CAN LIMITED OFFICIAL USE

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BE BROADENED AND SPEEDED UP SO THAT IT WILL ACHIEVE ITS OBJECTIVE.

7. THE QUESTION OF WHAT INDIVIDUAL TFC CASES TO PURSUE IN THE COURSE OF THE SENIOR REVIEW COMMITTEE MEETING AND/OR DURING ASSISTANT SECRETARY WEIL'S CALLS ON OTHER GOJ AGENCIES, AS SUGGESTED REF C, CAN BE DECIDED AT A LATER TIME TAKING ACCOUNT OF THE STATUS OF INDIVIDUAL CASES AS THE DATE OF THE MEETING APPROACHES.

8. REVIEW OF EXPORT DEVELOPMENT PLANS WOULD INCLUDE PLANS FOR THE NEW RELOCATED U.S. TRADE CENTER, THE FORTH-COMING EXPORT DEVELOPMENT MISSIONS, AND OTHER PENDING PROJECTS IN THIS AREA.

A. ACTION REQUESTED: EMBASSY REQUESTED TO COMMENT ON ABOVE SOONEST. VANCE

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